

## El sistema de medición de audiencias desarrollado por CUENDE Infometrics se implantará en Australia.

***La capacidad de diseño e innovación tecnología de vanguardia de CUENDE Infometrics vuelve a reconocerse internacionalmente. La empresa española reafirma su liderazgo mundial en el desarrollo y creación de herramientas innovadoras para la investigación de marketing y publicidad.***

El consorcio internacional VIEW ha resultado vencedor del concurso internacional para desarrollar el nuevo sistema de medición de audiencias del mercado australiano. CUENDE Infometrics ha diseñado el innovador sistema de medición de audiencias con el que VIEW ha ganado el concurso.

El concurso fue convocado por OMA (Outdoor Media Association), la Asociación de Publicidad Exterior de Australia, cuyo presidente, Chris Tyquin, declaró que la decisión había sido fruto de una extensa búsqueda internacional en los últimos 18 meses. Según Mr. Tyquin: *“Esta será la primera vez que el sistema de medición de publicidad exterior esté hecho a medida para cubrir la totalidad de los principales formatos publicitarios. Situará a Australia a la vanguardia de la investigación en medio exterior y será parte integrante del crecimiento del sector.”*

Los innovadores desarrollos tecnológicos de CUENDE Infometrics se aplican para proporcionar sistemas de información y control, tanto en OOH (Out-Of-Home), como la medición de audiencias o el e-marketing.

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**WEEK**

### LATE NEWS

## Outdoor more measurable

The Outdoor Media Association (OMA) has announced a consortium called VIEW, which will work on developing a world-leading audience measurement system. It is hoped this will help double outdoor advertising's share of all advertising revenue by 2010. Likely to be introduced early 2008, it will initially cover the mainland cities of Sydney, Melbourne, Brisbane, Perth and Adelaide. Companies involved are Spanish-based Cuende Infometrics, Australian-owned Veitch Lister Consulting, Australian system-delivery company VIEW and international research company TNS. [bandt.com.au](http://bandt.com.au) August 7





## Advertising News 7 Aug 2006 Australia

### Ole! Outdoor measurement on horizon

SYDNEY: Eighteen months after announcing it would launch a measurement system, the outdoor industry has finally picked a supplier. In late 2004, the 'Big Five' outdoor players – Adshel, JCDecaux, APN Outdoor, Eye and Network – announced they would set up a Joint Industry Committee to investigate the best way to measure outdoor advertising effectiveness. Last May, the OAAA – the forerunner to today's Outdoor Media Association – called for expressions of interest for the development of such a system. On Friday, that supplier – or suppliers, as the case now appears to be – was finally announced. “The Outdoor Media Association (OMA) has selected VIEW, a consortium of Australian and international research companies, as its preferred candidate to develop a new audience measurement system for the Australian market,” read a statement from the OMA. The VIEW group includes Cuende Infometrics, a Spanish designer and developer of audience measurement systems and market research tools, and Veitch Lister Consulting (VLC), an Australian transport planning firm. TNS, an international research company with experience in outdoor, and VIEW, an Australian-owned firm in system delivery, are also part of the group. In the statement, OMA president Chris Tyquin said the choice of the suppliers followed an “extensive international search over the past 18 months”, over which time audience measurement had become a hot topic in the global outdoor industry. “This will be the first time an outdoor audience measurement system is to be tailor-made to cover all the major formats including large format, street furniture, transit & posters,” Tyquin said. “It will put Australia at the leading edge of market research in the outdoor media industry and will be integral to the future growth of the sector.” Just don't expect it to come tomorrow.

Also in the statement, OMA CEO Helen Willoughby said the decision to enter into contractual negotiations with VIEW was endorsed by the Australian Association of National Advertisers, the Advertising Federation of Australia and the Media Federation of Australia, who formed part of a Joint Industry Committee overseeing the tender process. She added that the new system would take over a year to develop once a contract was signed. “Our aim is to draw on the breadth of experience offered through this consortium to develop the world's most advanced measurement system for the outdoor sector,” Willoughby said.